

## Message Text

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ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-08 ICA-11 SS-15 SP-02  
CIAE-00 INR-10 NSAE-00 /057 R

DRAFTED BY COM/BEWT/OEWTD/TDAD/558/RFSTECHSCHULTE  
APPROVED BY EA/PRCM:HETTHAYER  
COM/PRCD/BEWT/IMACFARLANE  
COM/BEWT/TPD/OJERSCHKOWSKY  
COM/SAD/BED/FGAYNOR  
COM/OEWTD/BEWT/JEMURRIN  
ICA/MJJASKIEWICZ (SUBSTANCE)  
STATE/EA/PRCM/SHALLFORD  
EB/OCA/CD:EMSACCHET

-----081866 190228Z /73

R 182126Z JUL 78  
FM SECSTATE WASHDC  
TO AMCONSUL HONG KONG  
USLO PEKING

C O N F I D E N T I A L STATE 181504

E.O. 11652: GDS

TAGS: BTRA, HK, CH

SUBJECT: VIDEOTAPE LIBRARY FOR HONG KONG

REF: HONG KONG'S 8556

1. APPRECIATE POST'S REPORT ON PRC INTEREST IN PACKAGING  
SHOW. ANY THOUGHTS CONGEN OR USLO MIGHT HAVE ON HOW TO  
FOLLOW UP ON THIS EXPRESSED INTEREST WOULD BE APPRECIATED.  
WE HAVE DISCUSSED GENERAL CHINESE INTEREST IN THIS AREA  
WITH NCUSCT AND COUNCIL IS GIVING SOME THOUGHT TO WHAT  
ACTION IT MIGHT BE ABLE TO TAKE.

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2. WE HAVE GIVEN CAREFUL CONSIDERATION TO THE BROADER  
QUESTION OF GATHERING AND MAINTAINING A STANDING  
COLLECTION OF CURRENT VIDEOTAPES IN HONG KONG FOR  
POSSIBLE USE BY THIRD PARTIES IN ATTRACTING CHINESE FROM  
PRC OR IN TAKING ADVANTAGE OF PRC GROUPS VISITING  
HONG KONG. THERE APPEAR TO BE TWO WAYS IN WHICH THIS  
COULD BE ACCOMPLISHED, THE FIRST USING COMMERCE-MADE

TAPES AND THE SECOND SOLICITING COMPANY-MADE TAPES AND FILMS. WITH RESPECT TO THE COMMERCE-MADE TAPES, WE UNDERSTAND ARRANGEMENTS HAVE ALREADY BEEN MADE FOR YOU TO KEEP A SET OF THE PACKAGING INDUSTRY VIDEOTAPES AND THE CATALOGS THAT GO WITH THEM.

3. TO DATE, COMMERCE HAS COMPLETED A SET OF VIDEOTAPES FOR TWO INDUSTRIES IN ADDITION TO THE PACKAGING INDUSTRY. THESE INDUSTRIES ARE MACHINE TOOLS (THERE ARE 31 TAPES IN THE SET) AND HOUSEWARES. WE DOUBT THAT THE LATTER WOULD BE OF ANY INTEREST TO THE CHINESE. THERE WOULD BE NO PROBLEM AND LITTLE COST (APPROXIMATELY TWO HUNDRED AND FIFTY DOLLARS) IN OBTAINING A DUPLICATE SET OF THE MACHINE-TOOL TAPES FOR PERMANENT LOAN TO HONG KONG. HAVING THEM DUBBED IN CHINESE WOULD COST AN ADDITIONAL TWO THOUSAND TO THREE THOUSAND DOLLARS. THERE ALSO WOULD BE NO PROBLEM IN OBTAINING A SET OF THE CATALOGS THAT GO WITH THEM. WE QUESTION HOWEVER, HOW USEFUL THIS WOULD BE FOR US/PRC TRADE IN VIEW OF THE EXTENSIVE DIRECT CONTACTS THAT THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION HAS DEVELOPED THROUGH THREE TRIPS TO CHINA.

4. THREE ADDITIONAL SETS OF TAPES ARE EITHER IN THE PROCESS OF PREPARATION OR ARE BEING PLANNED AT PRESENT BY COMMERCE. THE SET FOR THE PLASTICS INDUSTRY (20-22  
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FIRMS) IS IN THE PROCESS OF COMPLETION AND WILL BE READY THIS FALL. A SET FOR THE FOOD PROCESSING EQUIPMENT INDUSTRY WILL BE READY IN THE SPRING OF 1979 AND A SET FOR THE MUSICAL INSTRUMENTS INDUSTRY IS PLANNED FOR COMPLETION IN THE FALL OF 1979. WE BELIEVE THAT MANY OF THESE SECTORS WOULD BE OF INTEREST TO THE CHINESE BUT WE WONDER HOW MUCH USE THE TAPES WOULD GET IN HONG KONG. IS THE FEDERATION OF HONG KONG INDUSTRIES WILLING TO ACT AS NEUTRAL INTERMEDIARY ON A CONTINUING BASIS?

5. THE OTHER POSSIBILITY THAT OCCURS TO US WOULD INVOLVE DETERMINING PRODUCT AREAS OF INTEREST TO THE PRC AND THEN CANVASSING APPROPRIATE FIRMS IN THE U.S. ENCOURAGING THEM TO PROVIDE PERMANENT LOAN COPIES OF VIDEOTAPES OR FILMS THAT THEY MIGHT HAVE OF THEIR PRODUCT LINES. THIS HAS BEEN TRIED IN THE PAST WITH LITTLE SUCCESS BECAUSE OF THE VARYING SUBSTANTIVE QUALITY OF THE PROMOTIONAL TAPES PRODUCED BY U.S. FIRMS, THE DIFFICULTY OF MAINTAINING UP-TO-DATE FILMS, AND THE LESS THAN ENTHUSIASTIC SUPPORT FROM U.S. INDUSTRY. IS THIS WHAT THE CONGEN HAD IN MIND OR WAS

THE IDEA LIMITED TO THOSE INDUSTRY AREAS COVERED BY  
COMMERCE'S VIDEO CATALOG SHOW PROGRAM? AS POSTS AWARE,  
ICA AND COMMERCE RECENTLY AGREED TO TERMINATE ICA'S  
INDUSTRIAL FILM LOAN LIBRARY PROGRAM IN FAVOR OF THE  
COMMERCE VIDEOTAPE PROGRAM.

6. ACTION REQUESTED: FOR HONG KONG: WOULD APPRECIATE  
CONGEN'S VIEWS ON EXTENT OF USE ESTIMATED FOR TAPES/  
FILMS THAT MIGHT BE MADE AVAILABLE, ON WILLINGNESS  
OF FEDERATION OR OTHER ORGANIZATION TO ACT AS  
INTERMEDIARY IN PROMOTING U.S. SALES TO THE PRC, AND  
ON WHICH OF THE TWO KINDS OF PROGRAMS DESCRIBED ABOVE  
CONGEN IS SUGGESTING.

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7. WOULD APPRECIATE USLO'S VIEWS ON WHETHER CONGEN'S  
PROPOSAL, OR ANY VARIATION OF IT, MIGHT HAVE ANY  
APPLICATION IN PEKING.  
CHRISTOPHER

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## Message Attributes

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**Review Markings:**  
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